

## ABSTRACT

[0028] Systems and methods are disclosed for harnessing a significant volume of unique users to a host website, as through a registration process, to become a valuable asset to other online retailers (e-tailers) who desire to place reward advertisements or icons on the host website that permit users to click through directly to the e-tailer's website from the host site. Any reward offered by the e-tailer, a manufacturer of goods sold by the e-tailer, or another source, may be passed through to the users, in addition to the host site. This is accomplished by tracking click-through traffic generated by the high-incentive Internet ads and distributing the resultant rewards through specialized software. The user base will grow, retailer demand for access to that user base will grow, and the host site may also benefit by charging a membership fee to its users or fees to retailers using the service.